

## ORDER



KLAS

Orders Order / Rev: 36946  
 Alt Order #: 08841420  
 Product Desc: HELLER/SENATE/REP  
 Estimate:  
 Flight Dates: 09/12/12 - 09/18/12  
 Original Date / Rev: 08/09/12 / 09/10/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Strategic Media Services  
 Buying Contact:  
 Billing Contact:  
3299 K St. NW  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Heller, Dean R-USS  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV3  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	84	\$35,285.00	\$29,992.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	84	\$35,285.00	\$29,992.25	0.00
Totals	84	\$35,285.00	\$29,992.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order			100%
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## Order Share

	Share	Total
KLAS	30%	\$35,285.00

Market	100%	\$117,616.67
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## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$29,404.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$5,880.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/12/12	09/14/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	4	\$225.00	LV2	0.00	NM	4	\$900.00
8 News Now 5a M-F															
6A NEWS															
Start Date		End Date		Weekdays	Spots/Week	Rate	Rating								
Week: 09/10/12		09/16/12		--WTF--	4	\$225.00	0.00								
E 2	8	09/17/12	09/18/12	8 News Now 5a M-F	CM	5-6a	MT-----	:30	3	\$225.00	LV2	0.00	NM	3	\$675.00
8 News Now 5a M-F															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	8	09/12/12	09/14/12	The Talk	2-3P	CM	2-3p		--WTF--	:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
TALK - CBS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12 09/16/12 --WTF-- 1 \$350.00 0.00																	
E 17	8	09/12/12	09/14/12	Ellen	Ellen	CM	3-4p		--WTF--	:30	3	\$325.00	LV2	0.00	NM	3	\$975.00
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12 09/16/12 --WTF-- 3 \$325.00 0.00																	
E 18	8	09/17/12	09/18/12	Ellen	Ellen	CM	3-4p		MT-----	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
ELLEN																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 MT----- 2 \$325.00 0.00																	
E 19	8	09/12/12	09/14/12	8 News Now	4p M-F	CM	4-5p		--WTF--	:30	3	\$300.00	LV2	0.00	NM	3	\$900.00
8 News Now 4p M-F (4:30 PM-5:00 PM)																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12 09/16/12 --WTF-- 3 \$300.00 0.00																	
E 20	8	09/17/12	09/18/12	8 News Now	4p M-F	CM	4-5p		MT-----	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
8 News Now 4p M-F (4:30 PM-5:00 PM)																	
4P NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 MT----- 2 \$300.00 0.00																	
E 21	8	09/12/12	09/14/12	8 News Now	5-630p M-F	CM	5-630p		--WTF--	:30	6	\$375.00	LV2	0.00	NM	6	\$2,250.00
8 News Now 5-630p M-F																	
5P NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12 09/16/12 --WTF-- 6 \$375.00 0.00																	
E 22	8	09/17/12	09/18/12	8 News Now	5-630p M-F	CM	5-630p		MT-----	:30	2	\$375.00	LV2	0.00	NM	2	\$750.00
8 News Now 5-630p M-F																	
5P NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 MT----- 2 \$375.00 0.00																	
E 23	8	09/12/12	09/14/12	630-7p Inside Edition	Inside Edition	CM	630-7p		--WTF--	:30	3	\$300.00	LV2	0.00	NM	3	\$900.00
Inside Edition																	
INSIDER																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12 09/16/12 --WTF-- 3 \$300.00 0.00																	
E 24	8	09/17/12	09/18/12	630-7p Inside Edition	Inside Edition	CM	630-7p		MT-----	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
INSIDER																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 MT----- 2 \$300.00 0.00																	
E 25	8	09/12/12	09/14/12	7-8p Rotator	7-8p Rotator	CM	7-8p		--WTF--	:30	3	\$325.00	LV2	0.00	NM	3	\$975.00
ET/INSIDER																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12 09/16/12 --WTF-- 3 \$325.00 0.00																	
E 26	8	09/17/12	09/18/12	7-8p Rotator	7-8p Rotator	CM	7-8p		MT-----	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
ET/INSIDER																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/17/12 09/23/12 MT----- 2 \$325.00 0.00																	
E 27	8	09/12/12	09/14/12	8 News Now	11p M-F	CM	11-1135p		--WTF--	:30	3	\$500.00	LV2	0.00	NM	3	\$1,500.00
8 News Now 11p M-F																	
11P NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>									
Week: 09/10/12 09/16/12 --WTF-- 3 \$500.00 0.00																	
E 29	8	09/18/12	09/18/12			CM	9-10p		-T-----	:30	1	\$2,100.00	LV2	0.00	NM	1	\$2,100.00

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N43	8	09/12/12	09/12/12	Wed 8-9p	CM	8-9p	--W---	:30	1	\$1,600.00	LV3	0.00	NM	1	\$1,600.00
<b>Big Brother</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --W----															
N44	8	09/16/12	09/16/12	Sun 9-10p	CM	9-10p	-----S	:30	1	\$1,200.00	LV3	0.00	NM	1	\$1,200.00
<b>Good Wife</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 -----S															
N45	8	09/12/12	09/18/12	8 News Now 4-5a	CM	4-5a	MTWTF--	:30	5	\$20.00	LV4	0.00	NM	5	\$100.00
<b>8 News Now 4-5a</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/12/12 09/18/12 MTWTF--															
N46	8	09/17/12	09/18/12	137-237a M-F Elec Plyg@CM	CM	137-237a	MT-----	:30	2	\$40.00	LV2	0.00	NM	2	\$80.00
<b>Electric Playground/ET</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 MT-----															
N47	8	09/12/12	09/14/12	137-237a M-F Elec Plyg@CM	CM	137-207a	--WTF--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
<b>Electric Playground/ET</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 --WTF--															
													Totals	84	\$35,285.00